



FIG. 3

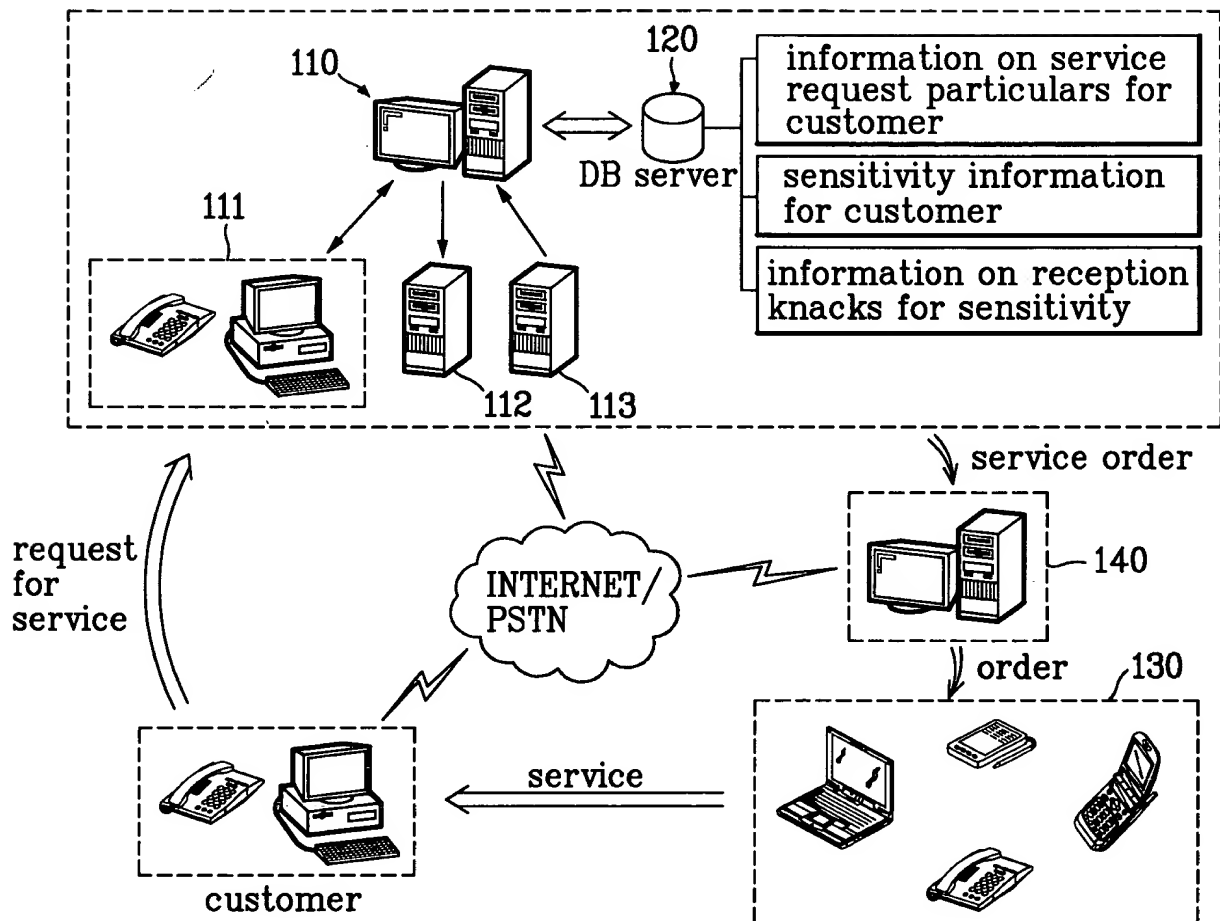
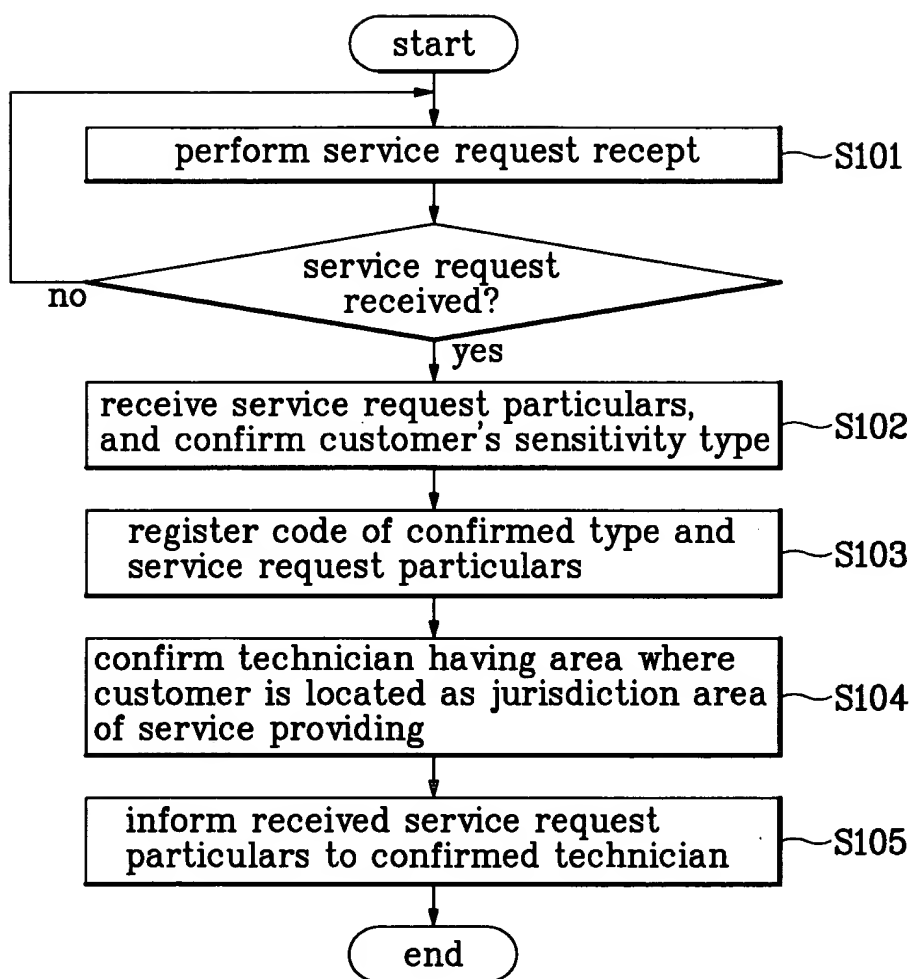


FIG. 4



106290" 889E6860

**FIG.5A**

type	Code	particulars
positive (B)	B1	visit at technician's converisence
	B2	customer is kind
	B3	praising the technicians
	B4	praising receptionist
	B5	praising LG company
	B6	praising LG products

FIG.5B

type	Code	particulars
expected (Y)	Y1	request prompt visit
	Y2	require excellent technician
	Y3	authoritative
	Y4	affiliated company/relatives
	Y5	LG fan
	Y6	those who are on welfare
	Y7	senior citizens organizations
	Y8	take pride in old aged LG product
	Y9	request low cost
	YA	warranty term issues
	YB	poor understanding
	YC	request exact time
	YD	at his/her own will
	YE	expecting good service

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FIG.5C

type	Code	particulars
negative (R)	R1	request the time which is not available on time table
	R2	repetitive trouble
	R3	technical problem
	R4	costs
	R5	dissatisfied with telephone reception at 1588
	R6	hard to connect the line
	R7	queck tempered character
	R8	promise/trust
	R9	hard-grained character
	RA	request another technician
	RB	distrust the products
	RC	parts issues
	RD	problems with signing up the customer
	RE	long repair history

**FIG. 6**

[illegible]

FIG. 7A

Code	Customer Type	Answering Contents		
		Answering Attitude	Essential words	Optional words
Y1	Requesting a quick visit	Be sorry	We apologize to you again for not being able to visit you promptly	We will try our best not to trouble you later again.
Y2	Requesting a excellent technician	Cautiously Discreetly	Was the technician Kind enough, Mr.(Miss/Mrs) 00?	Thank you(Sorry). We will try to be more kind.
Y3	Authoritative	Respectfully	Was the technician Kindly repair enough, Mr.(Miss/Mrs) 00?	We sent you one of the excellent technicians, so didn't you have anything inconvenient or unpleasant? We will try more to do our best.
Y4	Normal	Pleasantly	Was the technician Kind enough, Mr.(Miss/Mrs) 00?	We will try more to satisfy you
Y5	LG Fan	Understandingly	Thank you very much for loving LG	We know you love LG. We will try our hardest.
Y6	Affiliated Company / Relative	As if he/she were my family member	Does any of your family work for LG group?	We asked the technician to give you special care... Thank you (Sorry). We will try more.
Y7	Those who are on welfare / Senior Citizens organizations	Be ready to help in mind	We asked the technician to give you special service, did the technician provide you with satisfactory service?	We will try much more to be helpful to you.
Y8	Take pride in old aged product of LG	Gratefully	It is a really old product, but you have been using that product very well so far!	We hope that you will be able to use product even longer.
Y9	Warranty Term issues	Be sorry	We are very sorry that we cannot help you in this issue	Now we hope that you will be able to use the product for a long time without problem.
YA	Request low cost	Be worried	I guess you were worried about the cost, correct?	Now we guess you are able to use the product for a long time without any more problem.
YB	Poor understanding	Understandingly	Did the technician explain the problem well to you?	Sorry. We will try to not trouble you again.
YC	Request Exact time	Be sorry	We are very sorry that we could not able to keep the appointment	Next time, we will try to be on time.
YD	Person who requested service isn't present for the repair	Try to promote LG	Did you get enough explanation from the person who was present during the service?	It would have been better if you were there. We are sorry about that



FIG. 7B

Code	Customer Type	Answering Contents		
		Answering Attitude	Essential words	Optional words
B1	Visit at your convenience	With appreciation	Thank you for your concern	We will try our best to check
B2	Kind Customer	pleasantly	Thank you for your kindness	We will try to be more kind
B3	Compliments our technician	with appreciation	Thank you for complimenting our technician	We will convey your compliment to him/her.
B4	Compliments receptionist	humbly	Thank you for your compliment	It feels like today will be such a good day due to you.
B5	Compliments our company	with appreciation	Thank you for your compliment	We will try our best for an excellent repair
B6	Compliments our company	with appreciation	Thank you for using our (O) product	We will try our best for an excellent repair

FIG. 8

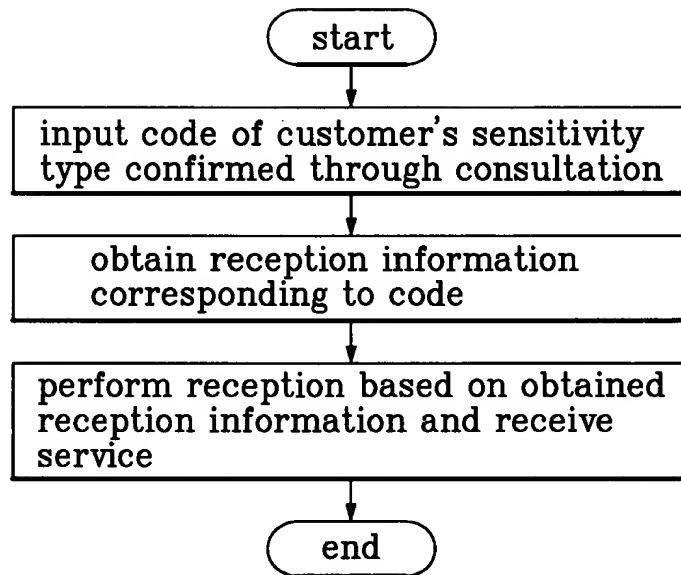


FIG. 9

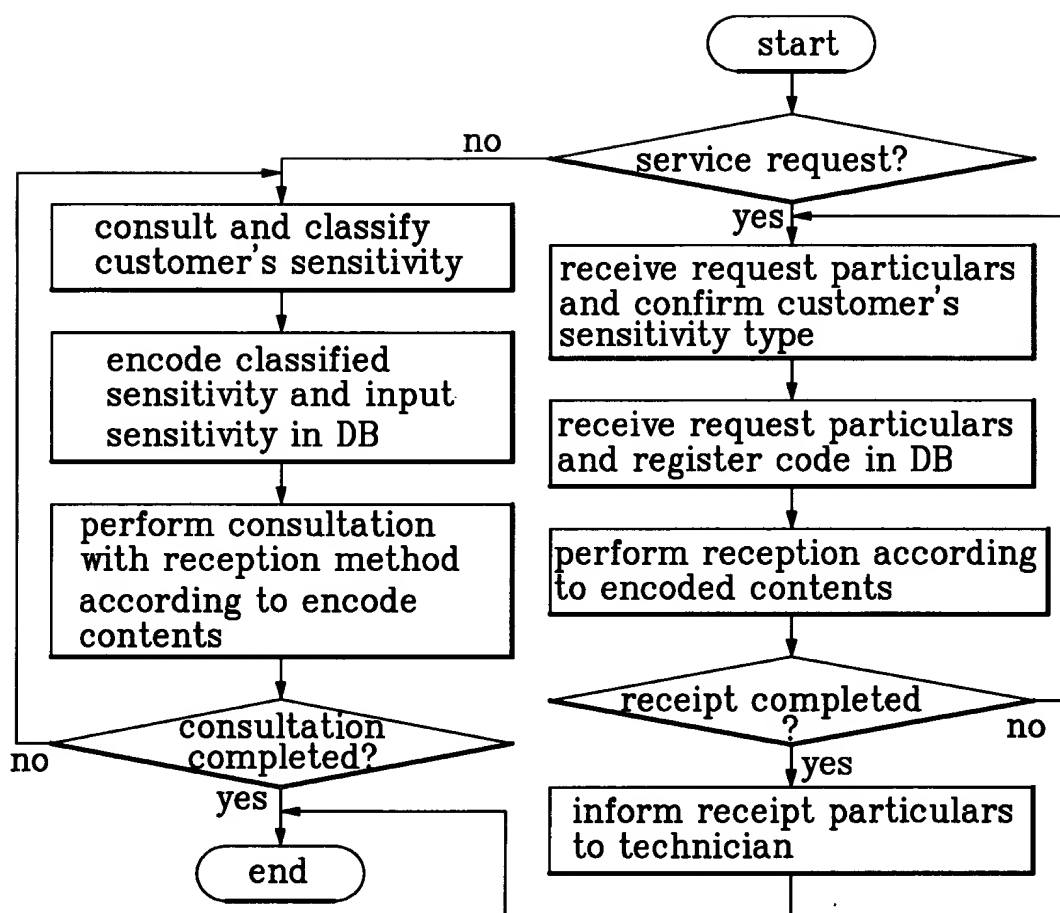


FIG.10

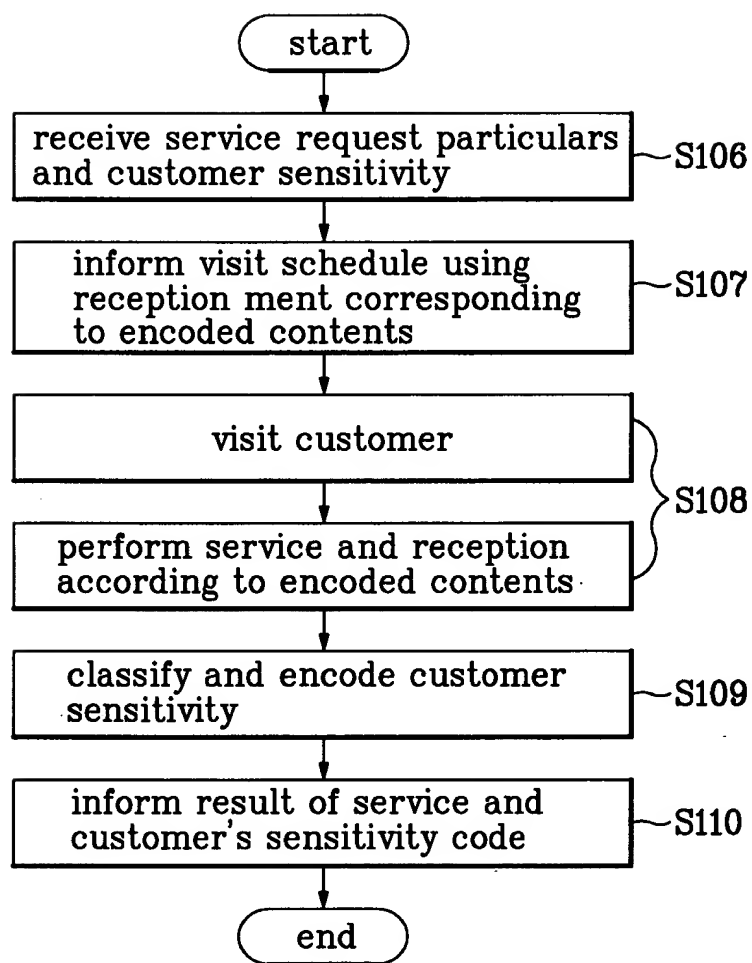


FIG.11

Section	Answering Model
•Initial greetings	Hello! This is 000 at Digital LG
•Apology	Yeah...I guess you must have had trouble using 00 Product We are very sorry to have troubled you using our LG product
•[Empathy]	Thank you for complimenting our company We will try to do our best to meet your trust in our company. You have a problem with 00 product in 00000 now, right? (Reconfirm the problem)
•Actual client	Confirm the Telephone number/Name/Address (Repeat) Oh, you have had received our service with 00 product before, correct? Your name is a,b,c,... And your address is a,b,c,..., correct?
•Additional Check	Do you have any other product to be checked besides the 00 product you have told us about? Would you tell us when is the most convenient time for our technician to visit you?
•[Empathy]	Yes, we will try to visit you promptly. Oh, the technician is near where you live right now, so he will be able to visit you at 00. Is it ok with you?
•Closing statement	This is counselor, 000. Thank you for calling us. Have a nice day(weekend/afternoon/evening)!

FIG.12

Processing Scheduled Service: (S) Happy System  
 File / Customer Service Management / Repair / Customer Management / VOC / Counselors Management / Claim Management / Electronic Materials / Cc da Management / Help

Technician Name J.M. Solon	Reception Number P42510201A	See Timetable Inquire (Q)	Not Deal with yet (1)	Not Transmitted yet (2)	Repair History (3)
-------------------------------	--------------------------------	------------------------------	--------------------------	----------------------------	-----------------------

Reception No. 042510201A	Customer Name K.D. Hong	Appointment Date 2000/02/25
-----------------------------	----------------------------	--------------------------------

Tel. No. 02-557-5571	Customer Name K.D. Hong
Zip code 134-011	City Gyeonggi-do, Seoul
Address 100	
Appointment Date 2000/02/25	Actual Date K.D. Hong
Transmission Date 2000/02/25	There are a lot of dots on

Problem Screen	Event Type TV	Model No. LN-0230
Visit Date 2000/02/25	Product Parts used	Processing Code Inferior Product
Reason for repair Screen is not clear	Problem Customer's	Causes Message
Reappointment Customer Type	Repair Code B3	Free of Charge 0
Parts Cost 0	Serial No. Removed 2000/02/25	Year/Date of Purchase 1998/12
Repair time 20	Processing Type Normal	

Charge Technician J.M. Solon	Service Center Song-to Service Agency
Partnership Information	able to do hard repair
Beeper 012-1374-7143	Confirm the Process
Cell Phone 011-540-7143	
VMS (Q)	



FIG. 14

Happy Call - CS Happy System		File / Customer Service Management / Service Information Management / VOC / Customer Management / VOC / Electronic Management / Electronic Management / Help	
<b>Depart-ment</b> Song-pa Center <input checked="" type="radio"/> Whole <input type="radio"/> Basic <input type="radio"/> Free <input type="radio"/> Visit <input type="radio"/> Service Center <input type="radio"/> Store <input type="radio"/> Recently <input type="radio"/> Past		<b>Product</b> TV <b>Repair Records</b> Washing Machine PC	
<b>Customer</b> K.D. Hong <b>Tel Number</b> 1234567 <b>Address</b> 100 <b>Map</b>		<b>Customer type</b> 181, 13, 75 <b>Min.</b> 10 <b>Absence</b>	
<b>Repair History</b> 1 Case for Happy Call		Compliments our Technician [With Appreciation] Thank you. The technician was very pleased with your compliments Thank you again for complimenting our technician again We just called you to check if there is anything wrong after you have received our service Was the technician courteous? Do you think the result of the product repair is better than you thought it would be?	
<b>Actual Client</b> Service Type: Normal Completed by: TV Product: TV Visit Date: 2000/04/25/10:25 Serial No.: 2221 Problem: Screen Message: Screen is not clear		Case Type: Normal Model No.: CM-100M Appointment: 2000/04/25/12:20 Completed: 2000/04/25/10:24 Repair Code: 14 Repair Cost: 0 Part Cost: 0	
On line <input type="checkbox"/> Wait Kept <input type="checkbox"/> Technology <input type="checkbox"/> Explanation Wait Finished <input type="checkbox"/> Wait <input type="checkbox"/> Others		Confirm VOC Recall Home Doctor Info Exit	



FIG. 15

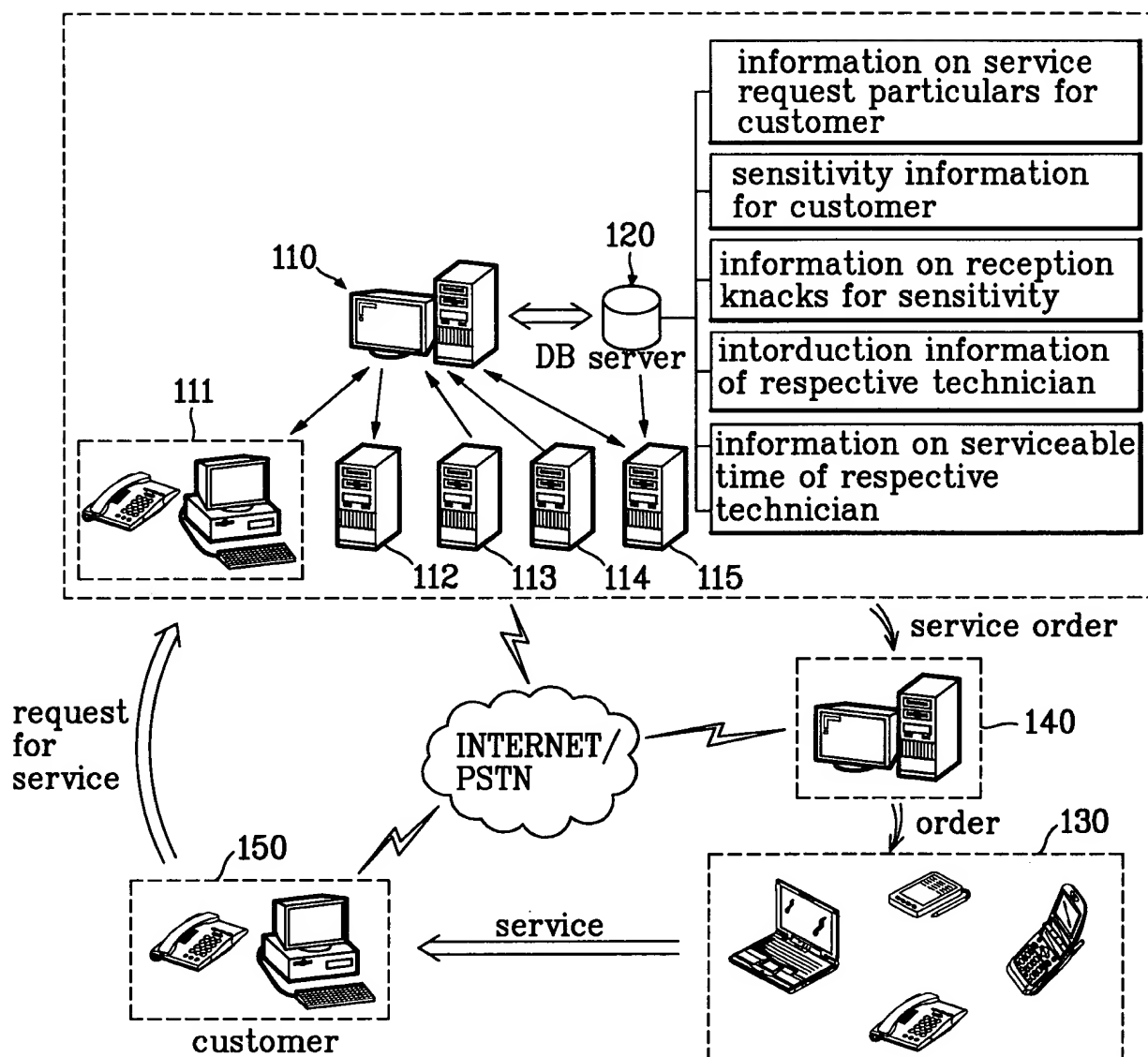


FIG.16A

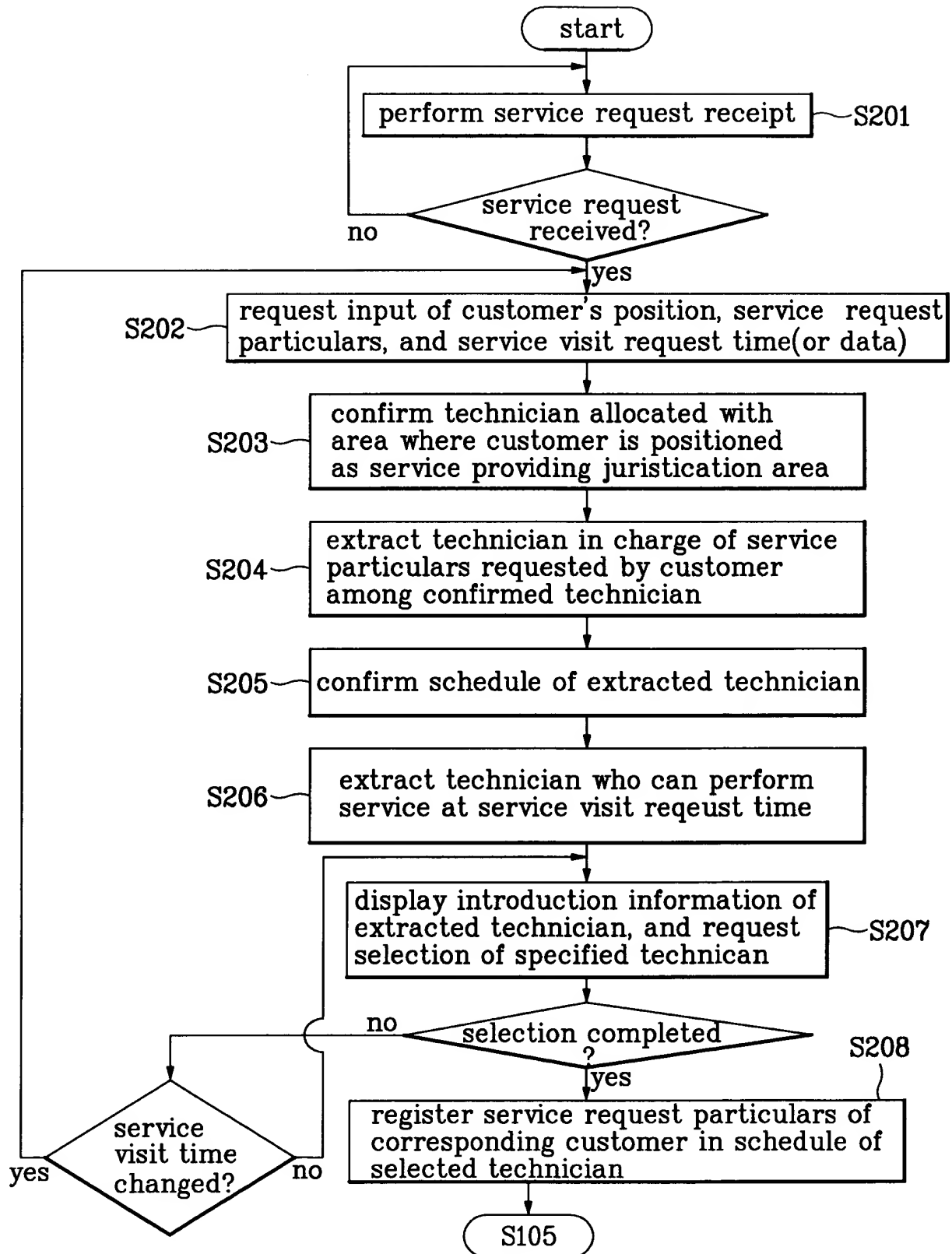


FIG.16B

**NOTICE**

1. Please enter the exact name, zip code and telephone number for prompt service.  
If there is any wrong information, please schedule service after revising the information at Change Member's Info

2. Please enter the exact product so that we can assign the appropriate technical expert to the specific product

▶ Name

▶ Tel

▶ Zip code

▶ Address

▶ Cell Phone

---

▶ Product

If you are not sure, you don't have to enter the model Number

▶ Model No.

▶ Nature of Problem

Screen Issues  
Specific channel Issues  
Power source/ Voltage Issues  
Remote control Issues  
Sound Issues

▶ Problem Description

▶ Dates Desired

▶ Times Desired choose the first preference for appointment time

▶ Technician Desired choose the first preference for appointment technician

▶ Message

You can enter a maximum of 70 letters in Korean

**More information**

You can see the picture of the technician and recognize which service center he belongs to

16:20	J.H Moon
18:00	J.H Moon
18:00	Y.D won
18:50	J.H Moon
18:50	Y.D Won

In case the warranty term expired or the problem is due to the customer's negligence, the charges will be a home call charge of 7,500 won, plus labor and parts

FIG.17A

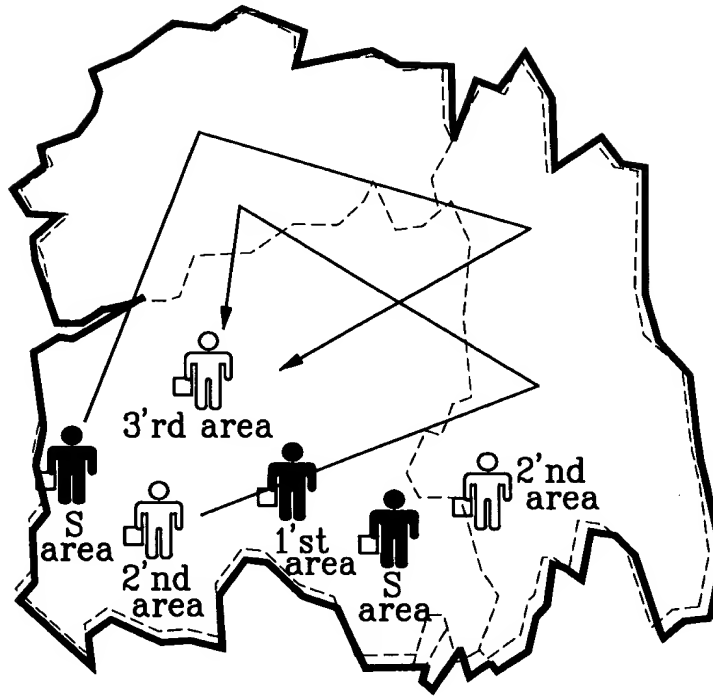


FIG.17B

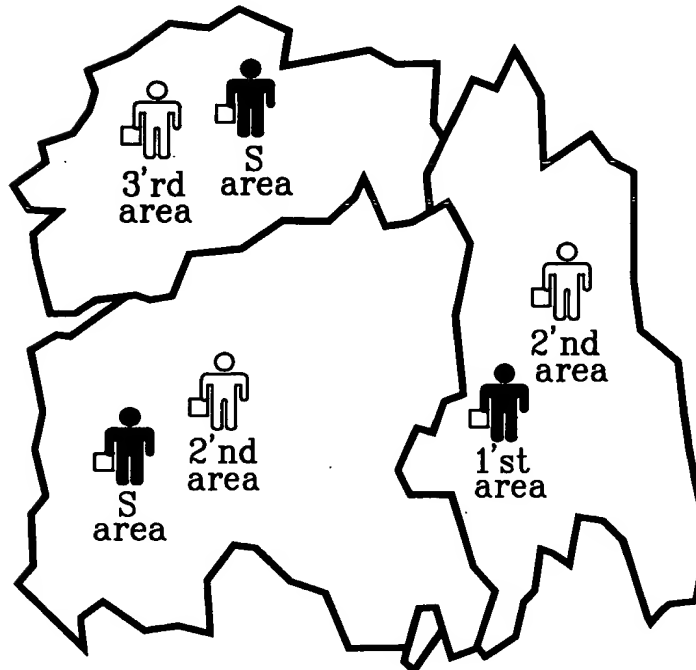


FIG.18

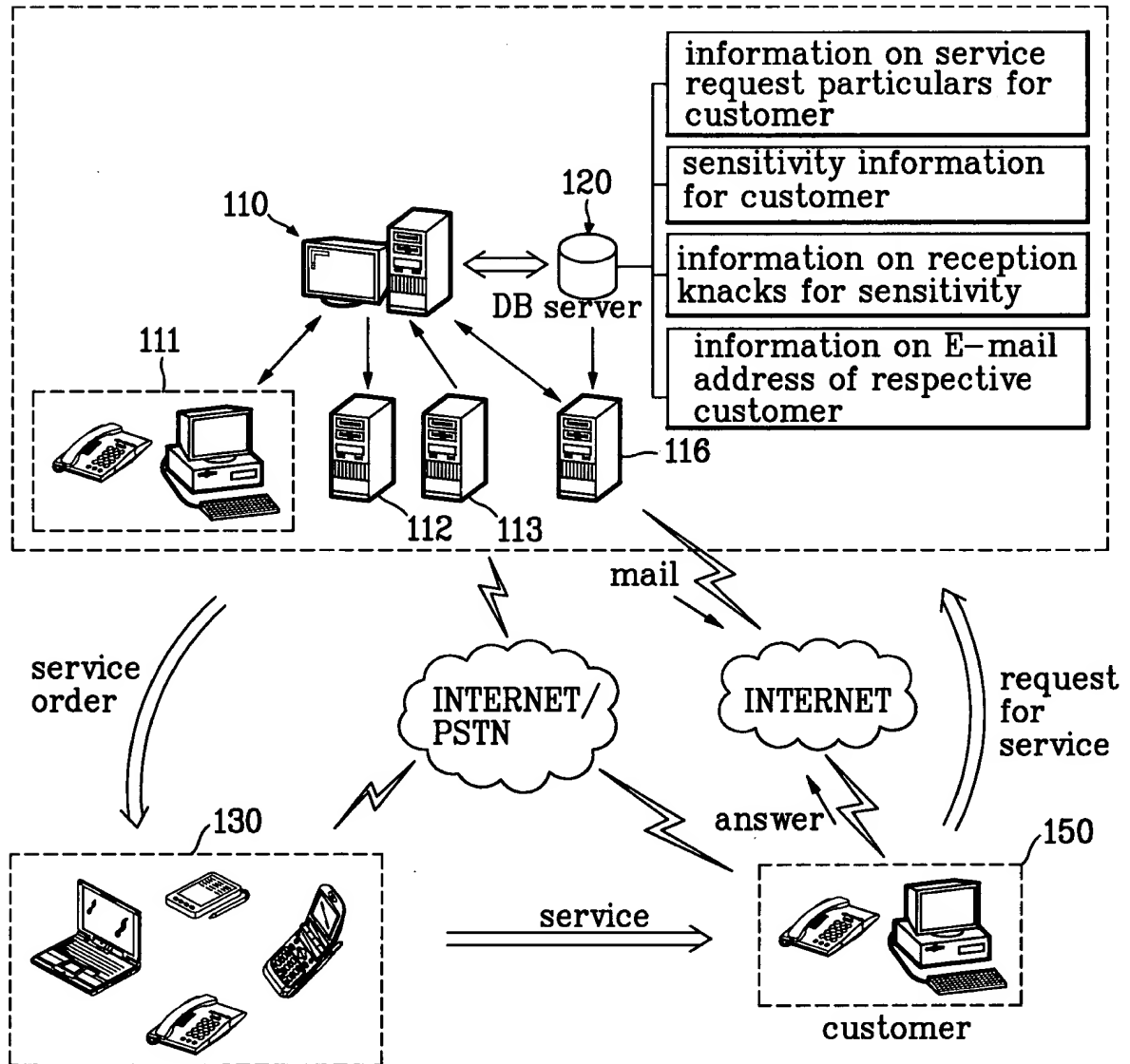


FIG.19

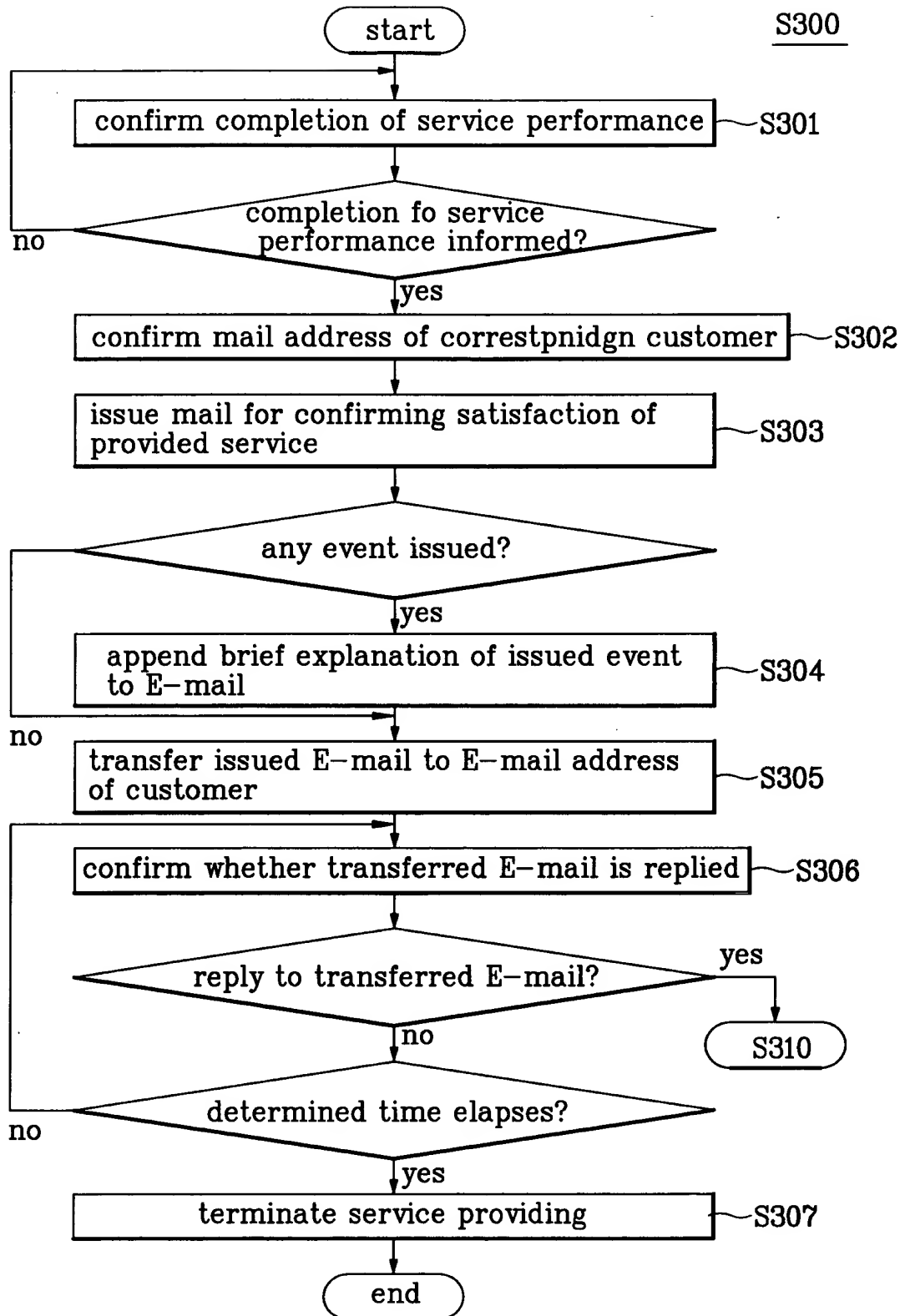


FIG.20

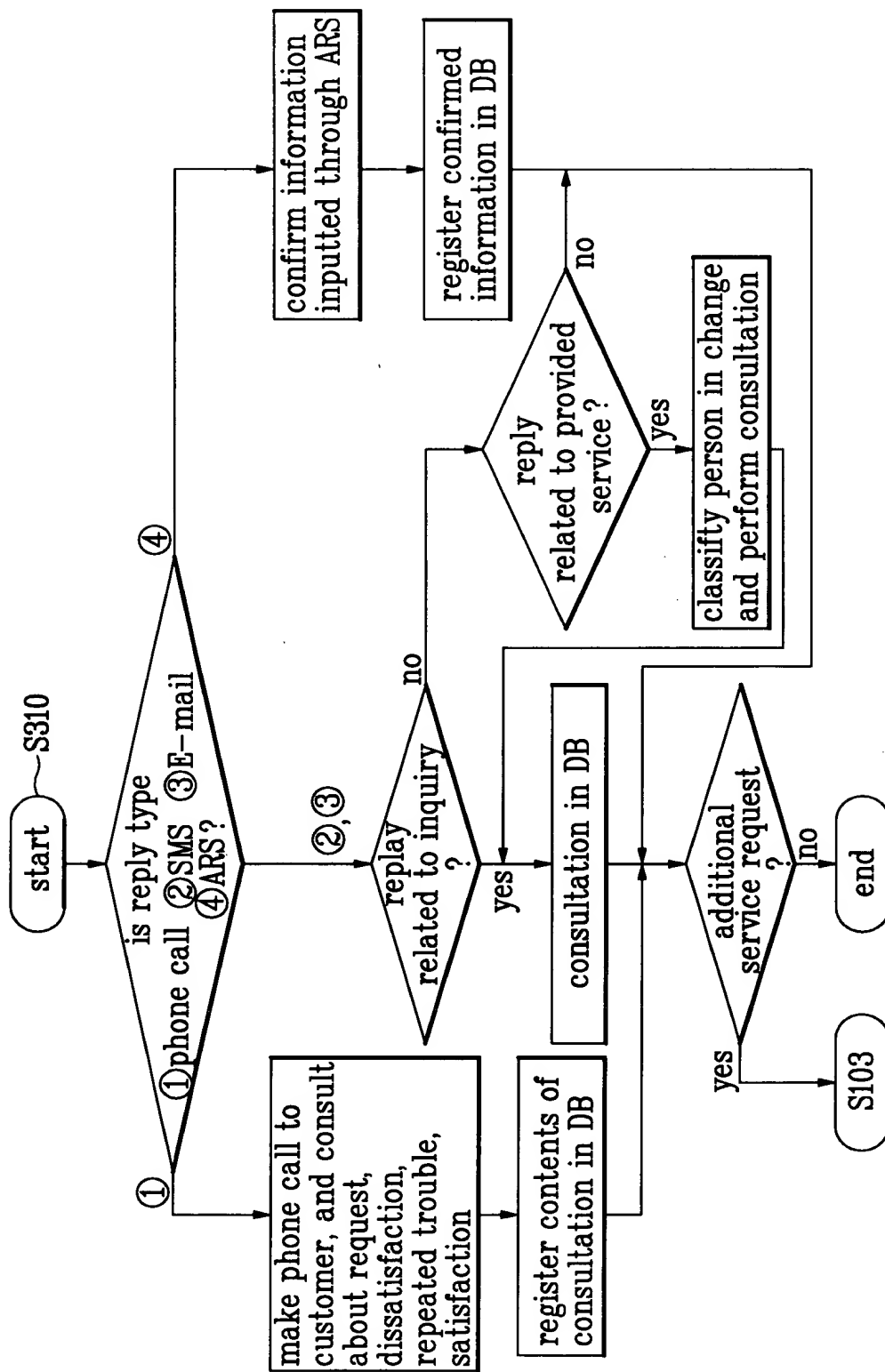


FIG. 21

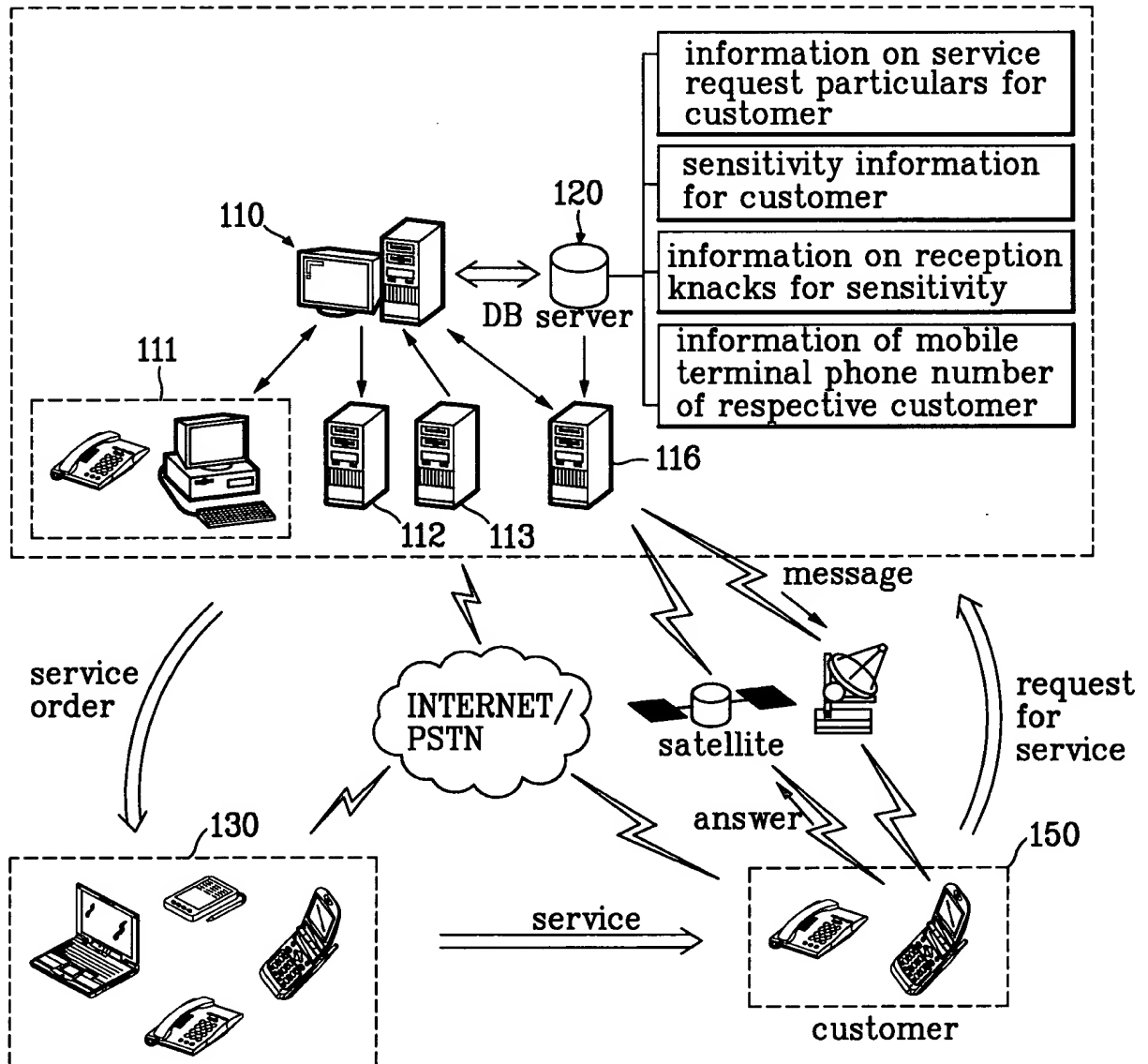




FIG.22

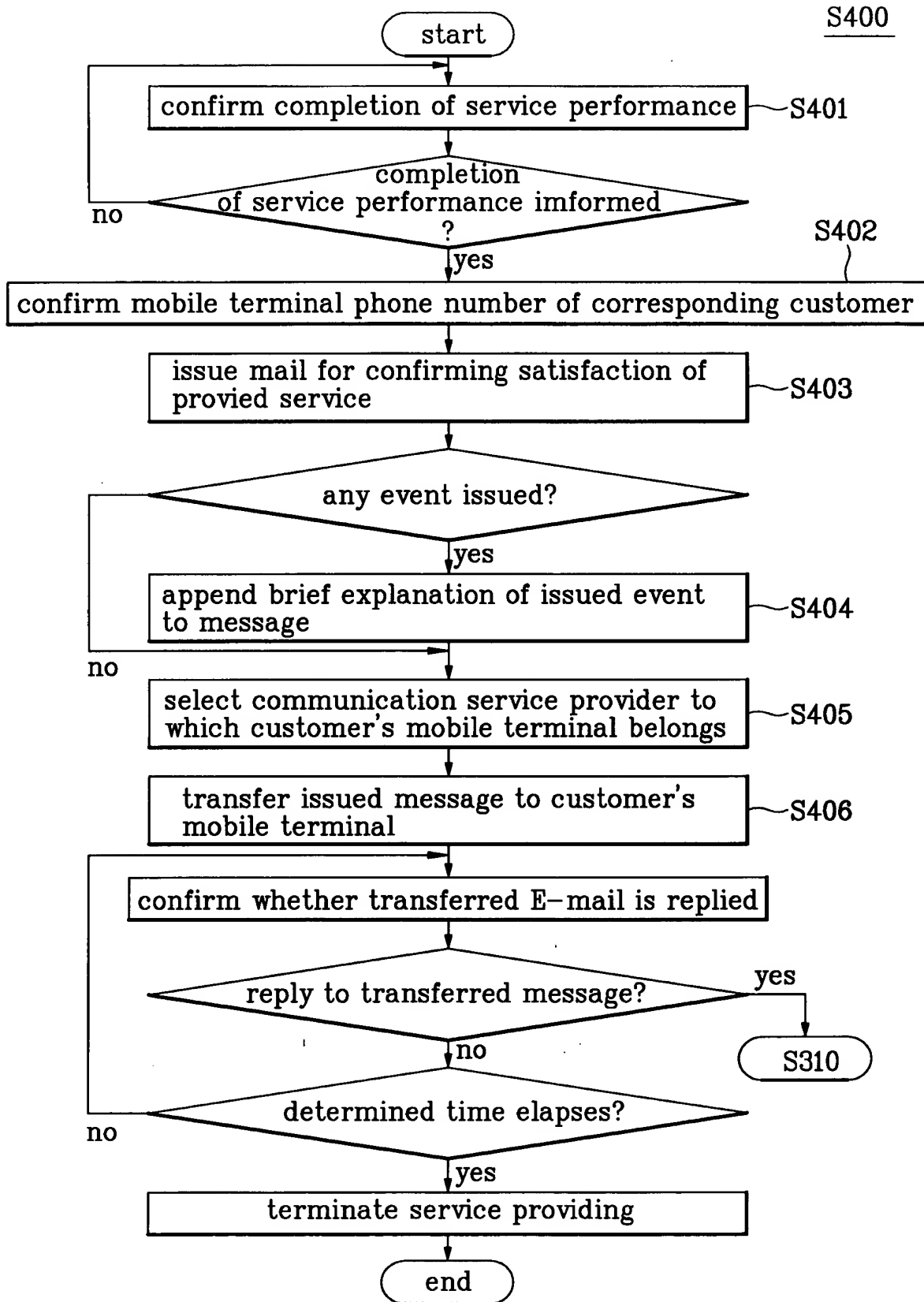


FIG. 23

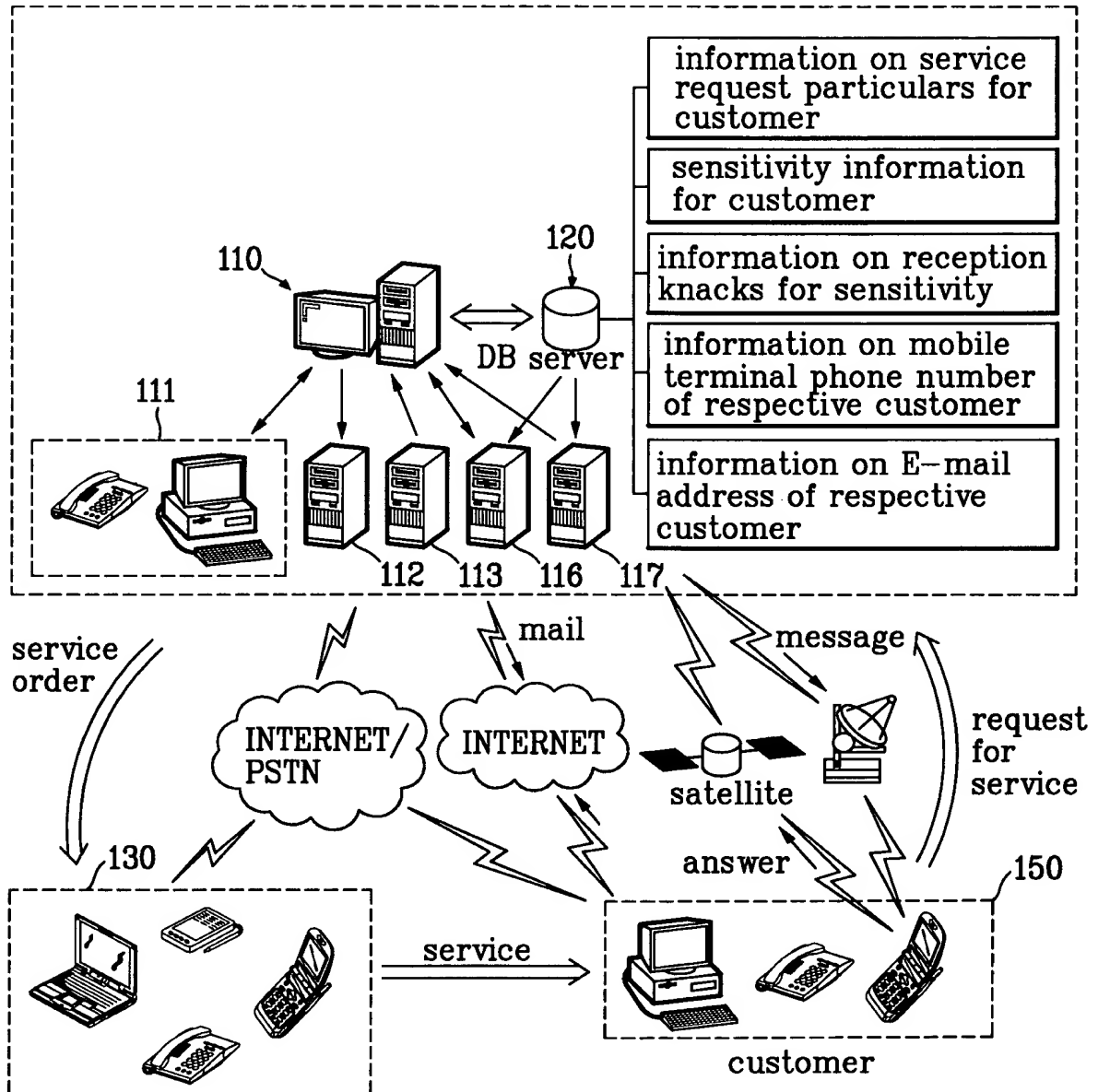


FIG.24

